



campaign includes:

- new identity
- website design
- banner advertising
- annual report
- business cards, letterhead
- pocket folders
- brochures
- tradeshow design
- sell sheets
- postcards

CASE STUDY: TERRA NOVA FINANCIAL

Terra Nova Financial, Inc. is a specialized financial services firm focused on supporting trading professionals with active trading, prime brokerage and clearing services.

After working through a period of change and revitalization that included a merger, going public, and significant focus on strengthening operations, Terra Nova sought to refresh its image to reflect its emergence into a phase of strong growth and success. Partnering with a marketing professional who brings marketing and sales Enablement strategy for start-ups and high growth companies, we worked together at creating a new identity and brand.

How was this done?

We started with the current logo. While new ideas were presented, it was concluded during the process that the one in use had a lot of equity. But it was time to refresh this mark. It started with simplifying by removing a drop shadow and gradient, and creating a fresh color palette.

What else was created?

The finished result was not only the identity, but business cards, letterhead, website concepts as well as printed marketing materials. While blue is an often used color in the financial industry, we used the orange as an accent color to give it more pop. The inside of the folder was flooded with orange, allowing for the sell sheets and brochures that were done in blue to stand out even more.

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